



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55069 Lincoln County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

27,566

Population (2020)

Population **decreased by 298** over the last 5 years and is projected to **decrease by 117** over the next 5 years.

11,318

Total Regional Employment

Jobs **decreased by 831** over the last 5 years and are projected to **decrease by 43** over the next 5 years.

\$58.5K

Median Household Income (2019)

Median household income is **\$4.3K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **declined by 1.1%** since 2015, falling by 298. Population is expected to **decrease by 0.4%** between 2020 and 2025, losing 117.
- From 2015 to 2020, jobs **declined by 6.8%** in Lincoln County, WI from 12,149 to **11,318**. This change **fell short of the national growth rate of 0.0% by 6.8%**. As the number of jobs declined, the **labor force participation rate decreased from 67.2% to 64.2% between 2015 and 2020**.
- Concerning educational attainment, **13.2% of Lincoln County, WI residents possess a Bachelor's Degree** (6.9% below the national average), and **12.8% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2020 are Insurance Carriers, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

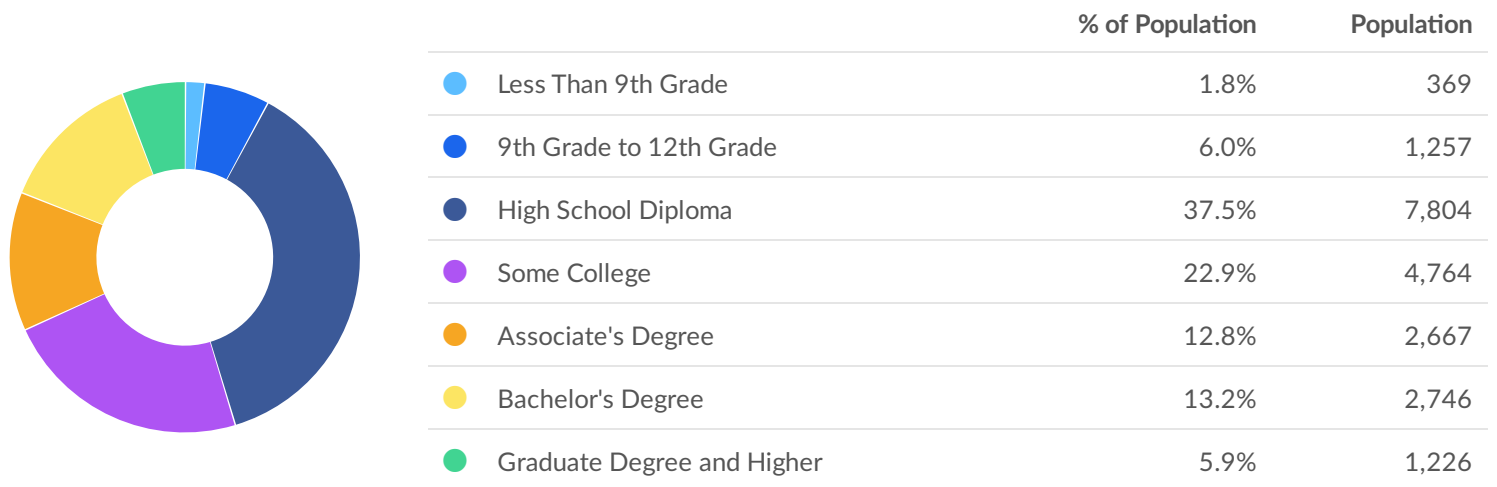
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	27,566	14,670	11,318	100.4	\$1.15B	\$2.17B	\$1.80B
Centergy	327,249	166,642	168,987	99.2	\$17.25B	\$23.87B	\$22.84B
NCWRPC	440,343	220,182	217,548	99.7	\$21.60B	\$31.10B	\$29.06B
Wisconsin	5,832,655	3,038,273	3,041,642	100.3	\$328.66B	\$327.57B	\$346.07B

Dec 2020 Labor Force Breakdown



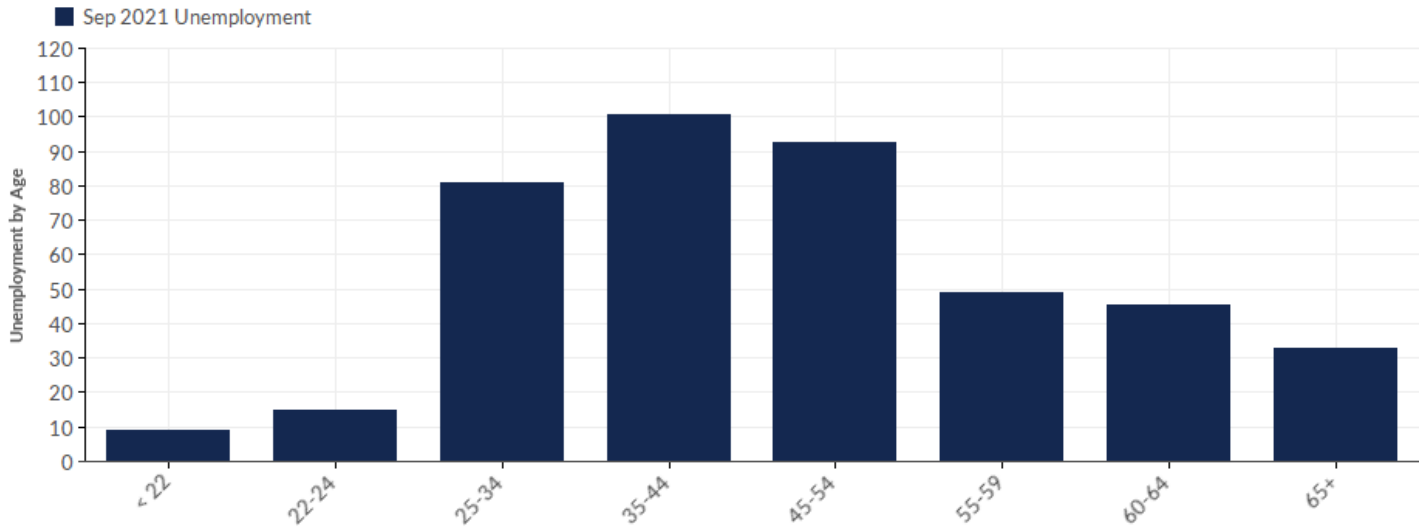
Educational Attainment

Concerning educational attainment, **13.2% of Lincoln County, WI residents possess a Bachelor's Degree** (6.9% below the national average), and **12.8% hold an Associate's Degree** (4.2% above the national average).



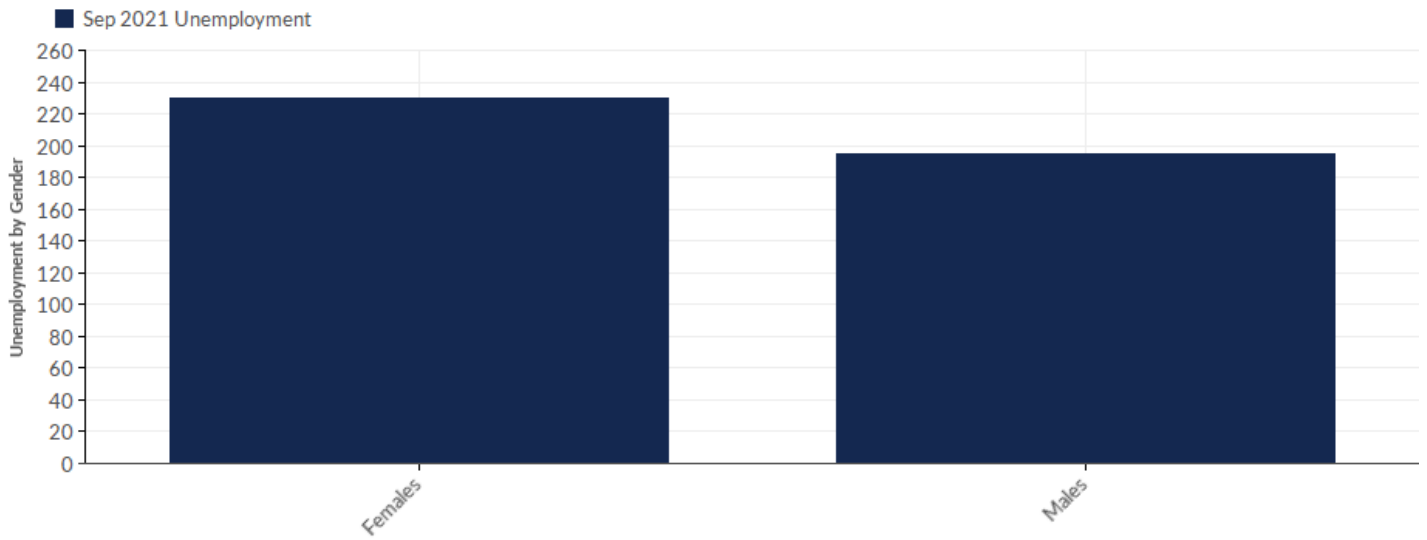
Unemployment by Demographics

Unemployment by Age



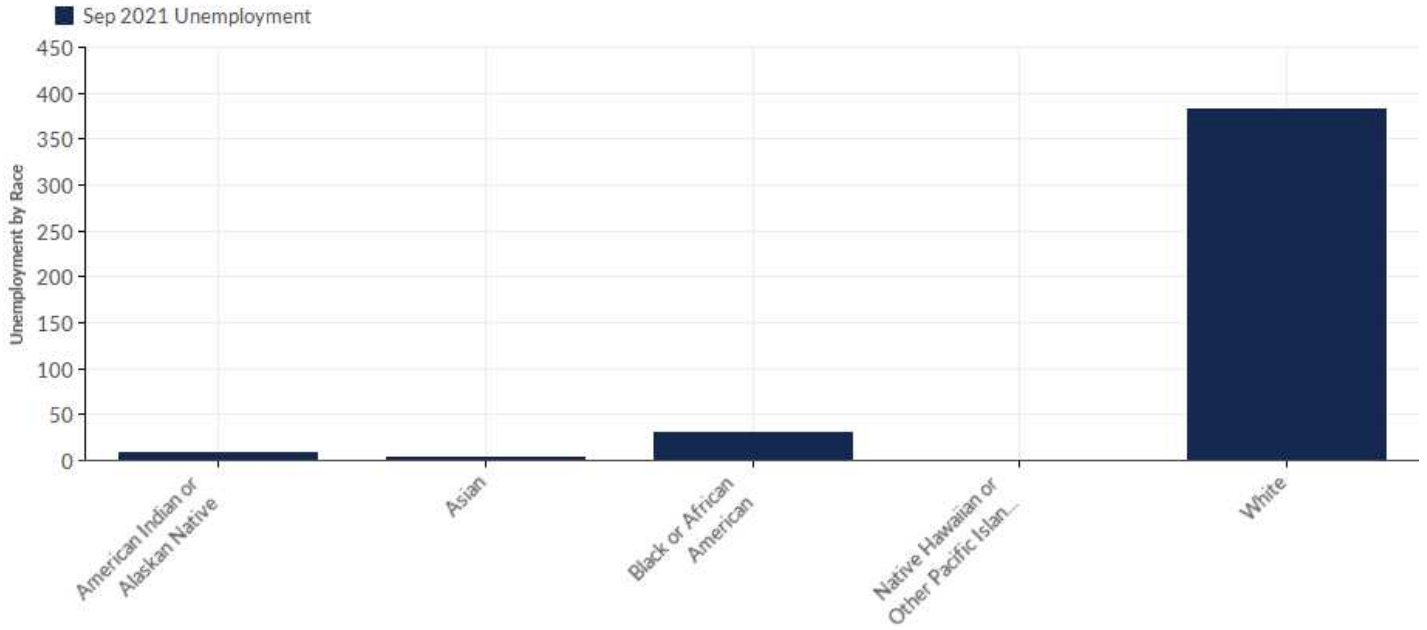
Age	Unemployment (Sep 2021)	% of Cohort
< 22	9	2.12%
22-24	15	3.53%
25-34	81	19.06%
35-44	101	23.76%
45-54	93	21.88%
55-59	49	11.53%
60-64	45	10.59%
65+	33	7.76%
Total	425	100.00%

Unemployment by Gender



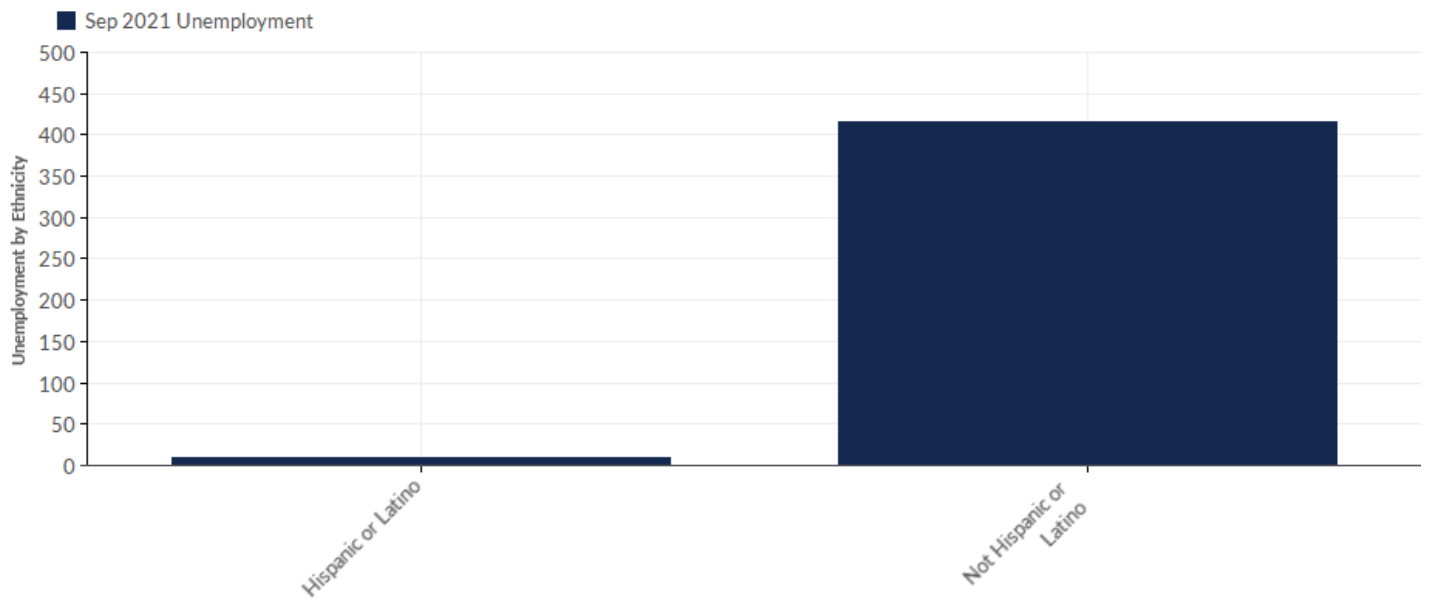
Gender	Unemployment (Sep 2021)	% of Cohort
Females	230	54.12%
Males	195	45.88%
Total	425	100.00%

Unemployment by Race



Race	Unemployment (Sep 2021)	% of Cohort
American Indian or Alaskan Native	8	1.88%
Asian	3	0.71%
Black or African American	31	7.29%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	383	90.12%
Total	425	100.00%

Unemployment by Ethnicity

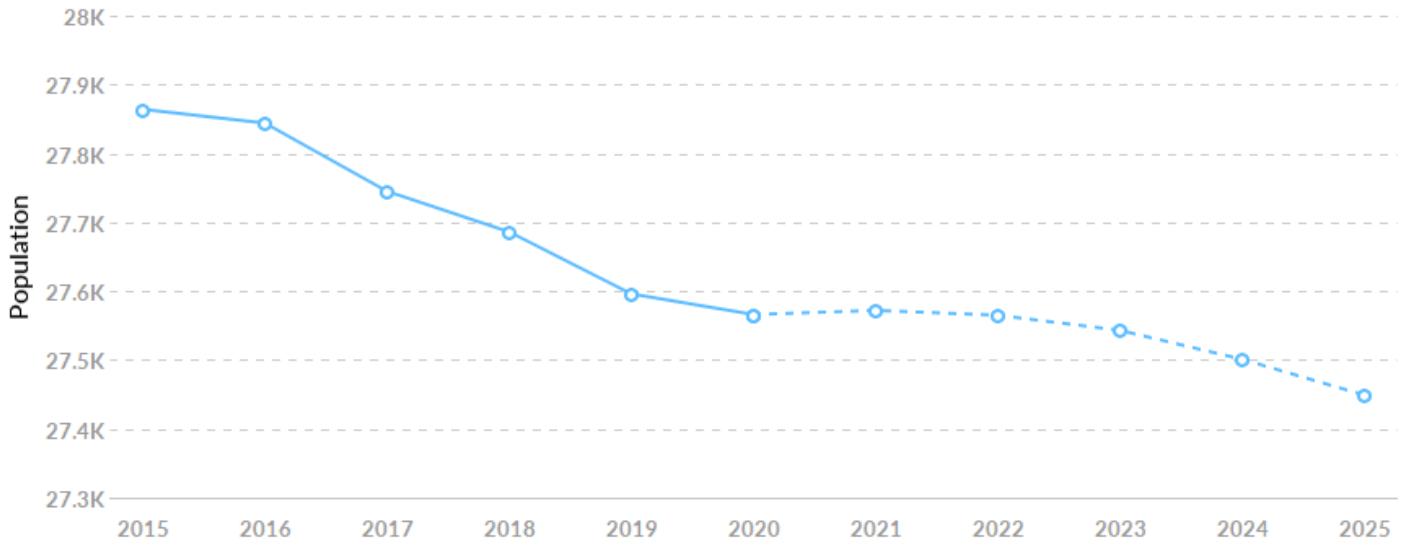


Ethnicity	Unemployment (Sep 2021)	% of Cohort
Hispanic or Latino	9	2.12%
Not Hispanic or Latino	416	97.88%
Total	425	100.00%

Historic & Projected Trends

Population Trends

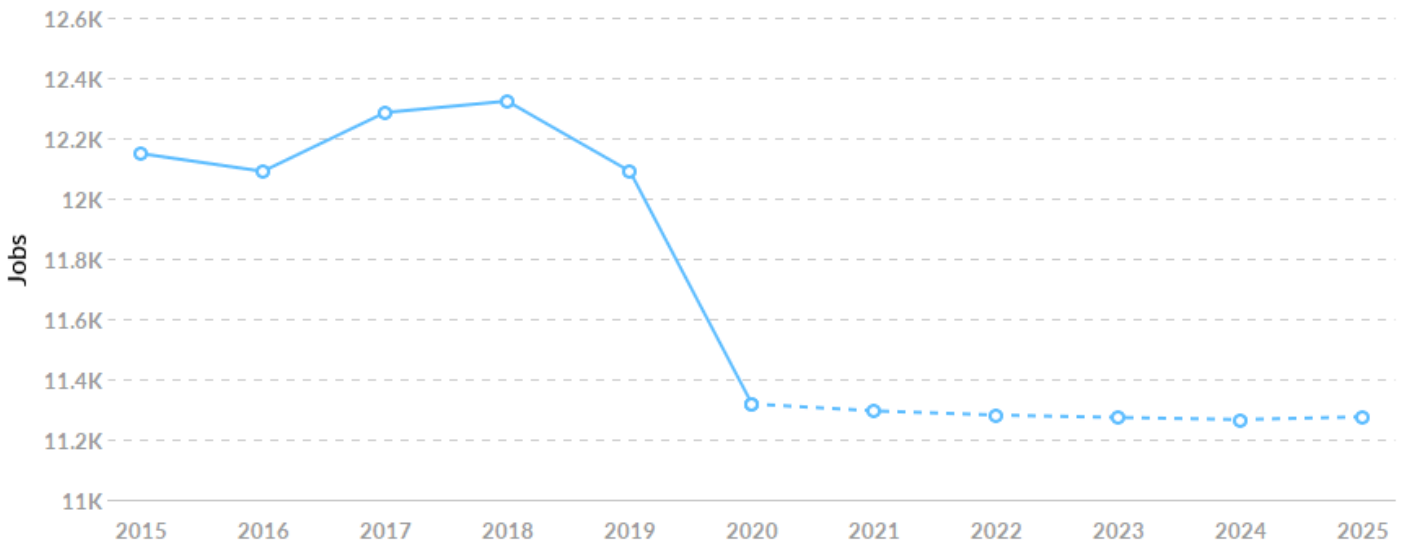
As of 2020 the region's population **declined by 1.1%** since 2015, falling by 298. Population is expected to **decrease by 0.4%** between 2020 and 2025, losing 117.



Timeframe	Population
2015	27,864
2016	27,844
2017	27,745
2018	27,686
2019	27,596
2020	27,566
2021	27,572
2022	27,565
2023	27,543
2024	27,501
2025	27,449

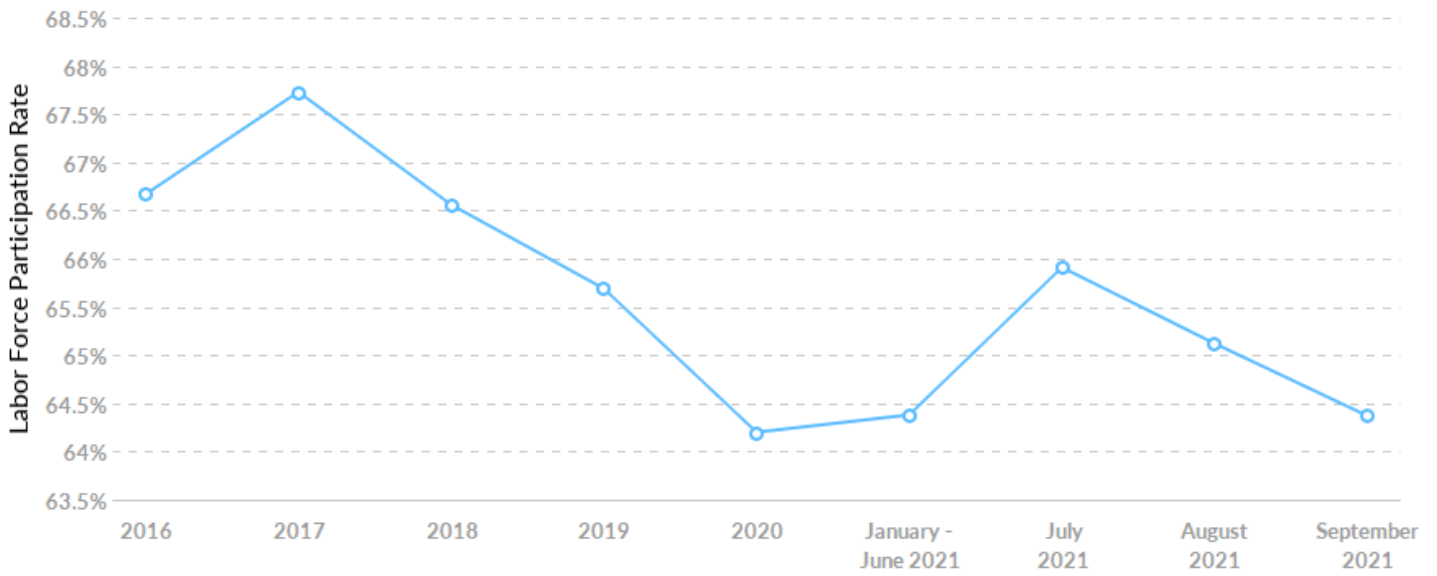
Job Trends

From 2015 to 2020, jobs declined by 6.8% in Lincoln County, WI from 12,149 to 11,318. This change fell short of the national growth rate of 0.0% by 6.8%.



Timeframe	Jobs
2015	12,149
2016	12,090
2017	12,285
2018	12,323
2019	12,091
2020	11,318
2021	11,295
2022	11,281
2023	11,273
2024	11,266
2025	11,275

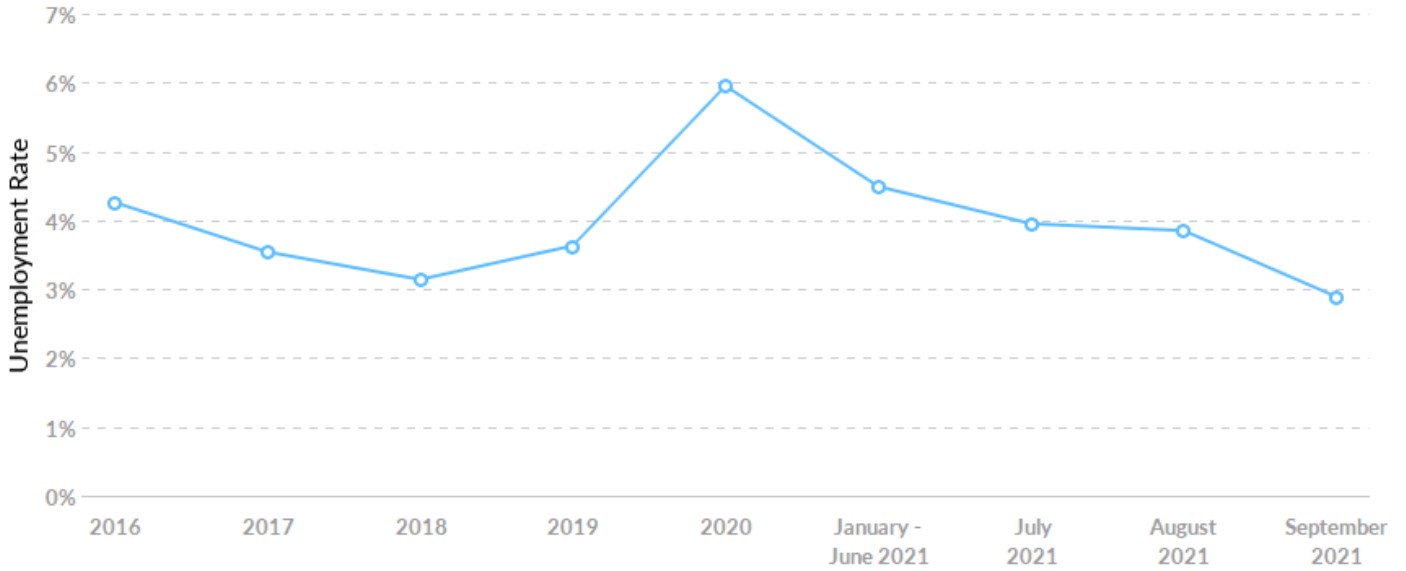
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	66.67%
2017	67.73%
2018	66.56%
2019	65.69%
2020	64.20%
January - June 2021	64.38%
July 2021	65.91%
August 2021	65.12%
September 2021	64.37%

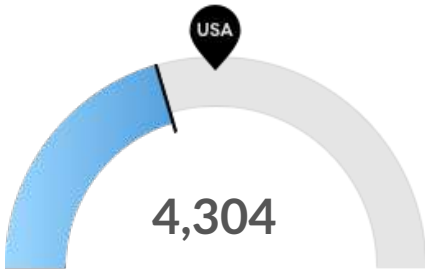
Unemployment Rate Trends

Lincoln County, WI had a September 2021 unemployment rate of 2.89%, **decreasing from 4.26%** 5 years before.



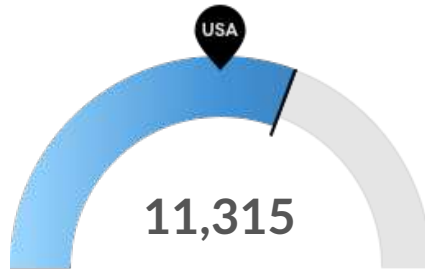
Timeframe	Unemployment Rate
2016	4.26%
2017	3.54%
2018	3.14%
2019	3.63%
2020	5.95%
January - June 2021	4.49%
July 2021	3.95%
August 2021	3.85%
September 2021	2.89%

Population Characteristics



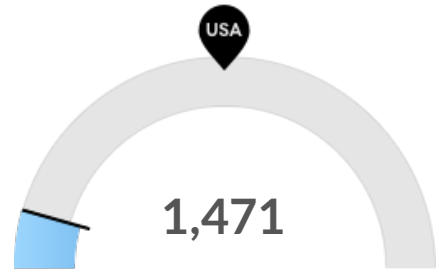
Millennials

Lincoln County, WI has 4,304 millennials (ages 25-39). The national average for an area this size is 5,681.



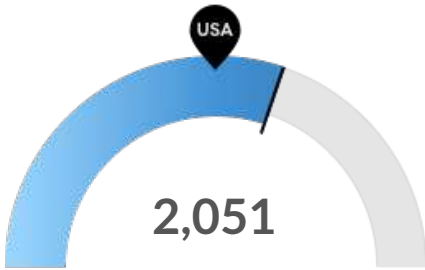
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,204 people 55 or older, while there are 11,315 here.



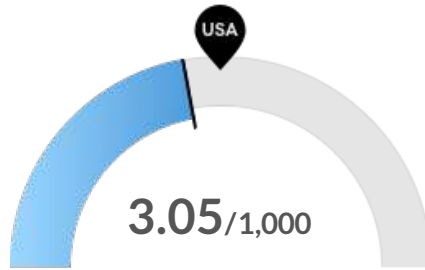
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 11,103 racially diverse people, while there are 1,471 here.



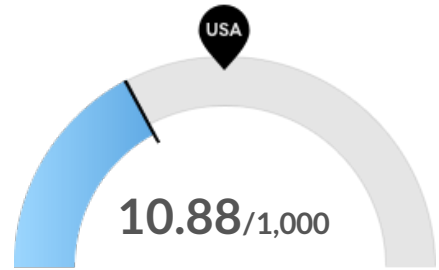
Veterans

Lincoln County, WI has 2,051 veterans. The national average for an area this size is 1,532.



Violent Crime

Lincoln County, WI has 3.05 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

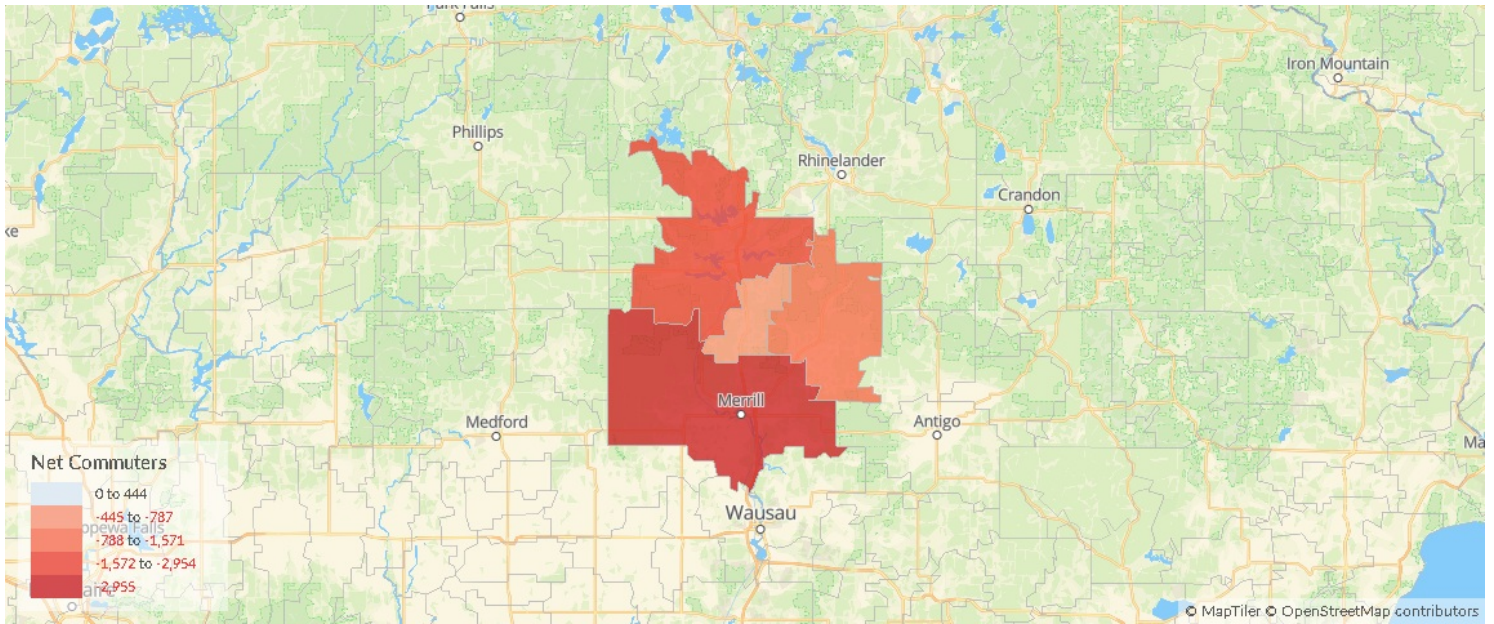


Property Crime

Lincoln County, WI has 10.88 property crimes per 1,000 people. The national rate is 17.91 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in Lincoln County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

ZIP	Name	2020 Employment
54452	Merrill, WI (in Lincoln c...	7,168
54487	Tomahawk, WI (in Linco...	3,619
54435	Gleason, WI (in Lincoln ...	321
54442	Irma, WI (in Lincoln cou...	172
54532	Heafford Junction, WI (i...	39

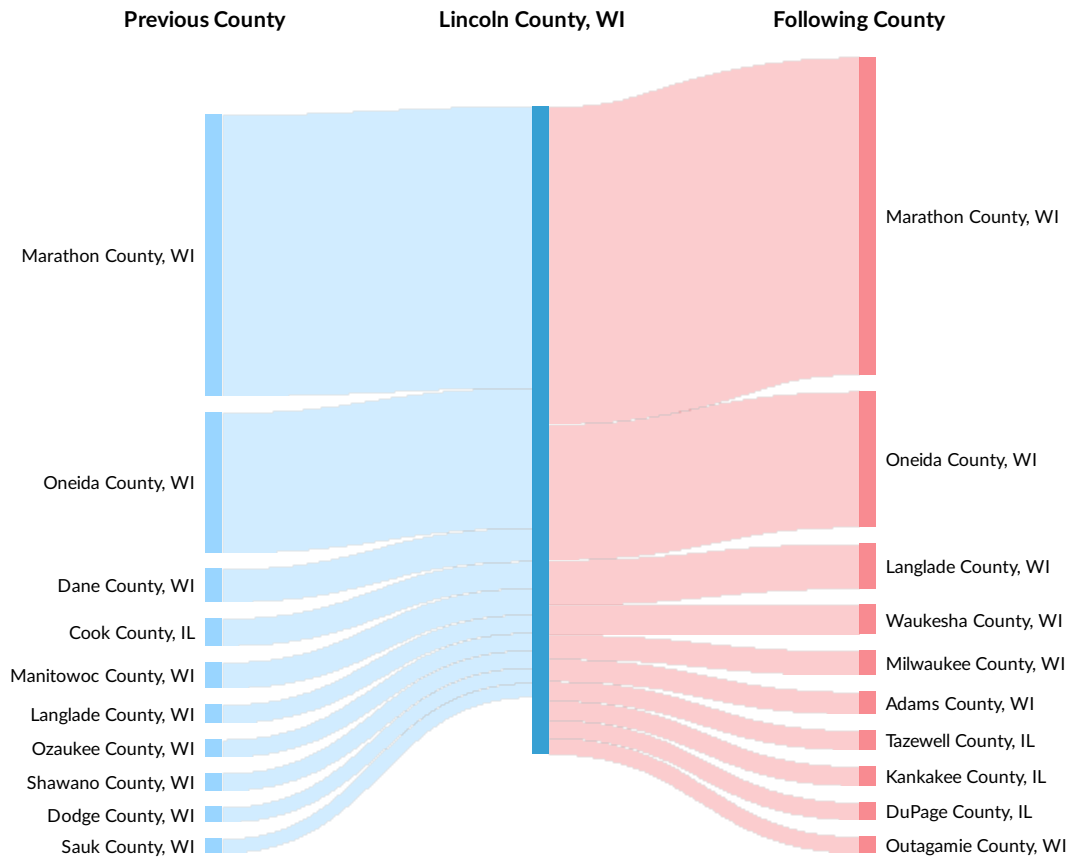
Where Talent Lives

ZIP	Name	2020 Workers
54452	Merrill, WI (in Lincoln c...	10,123
54487	Tomahawk, WI (in Linco...	5,190
54435	Gleason, WI (in Lincoln ...	1,108
54442	Irma, WI (in Lincoln cou...	617
54532	Heafford Junction, WI (i...	39

Inbound and Outbound Migration

The table below analyzes past and current residents of Lincoln County, WI. The left column shows residents of other counties migrating to Lincoln County, WI. The right column shows residents migrating from Lincoln County, WI to other counties.

As of 2019, 238 people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, 269 people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2018 was -41.

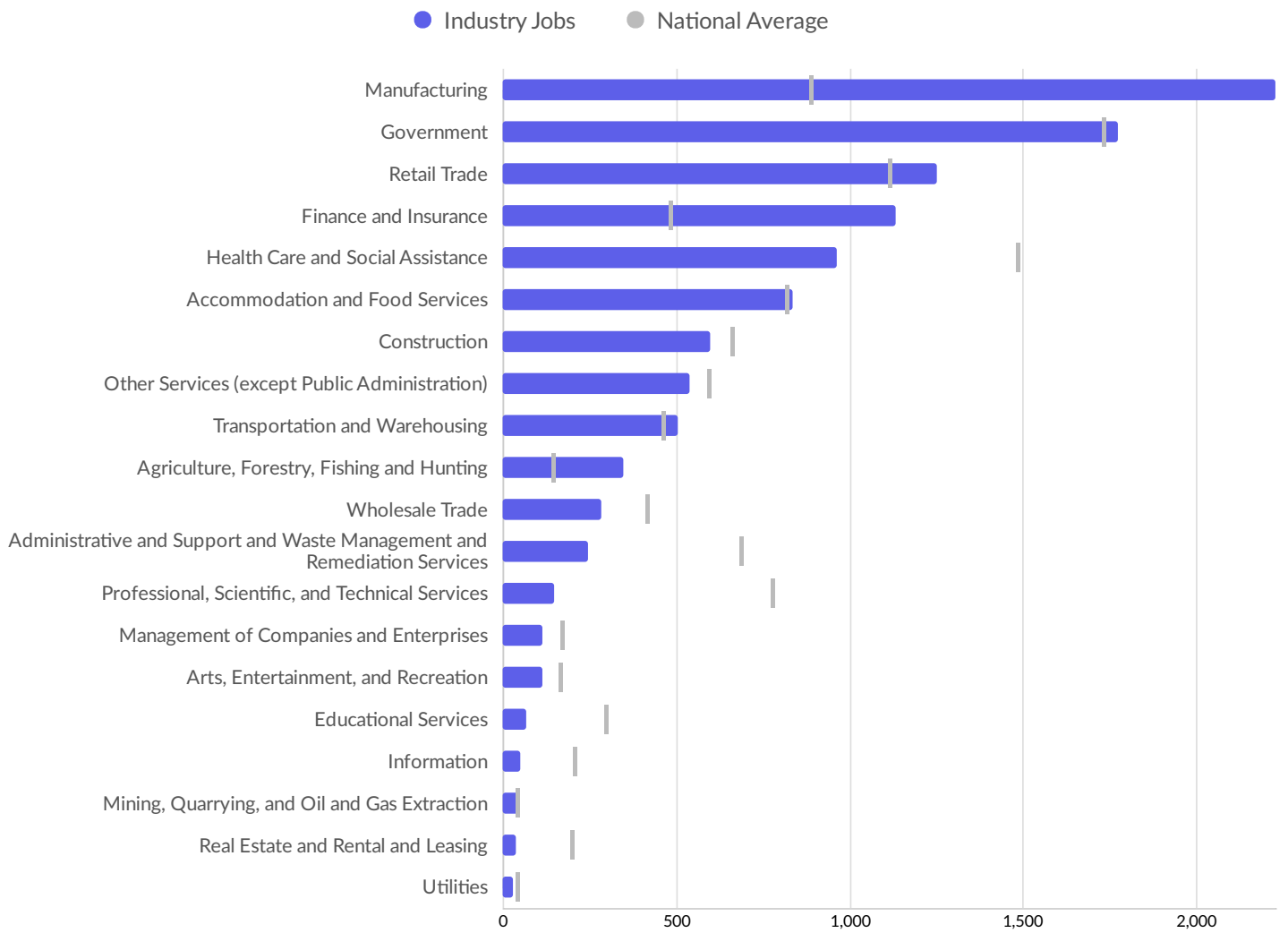


Top Previous Counties	Migrations
Marathon County, WI	238
Oneida County, WI	118
Dane County, WI	28
Cook County, IL	23
Manitowoc County, WI	22
Langlade County, WI	16

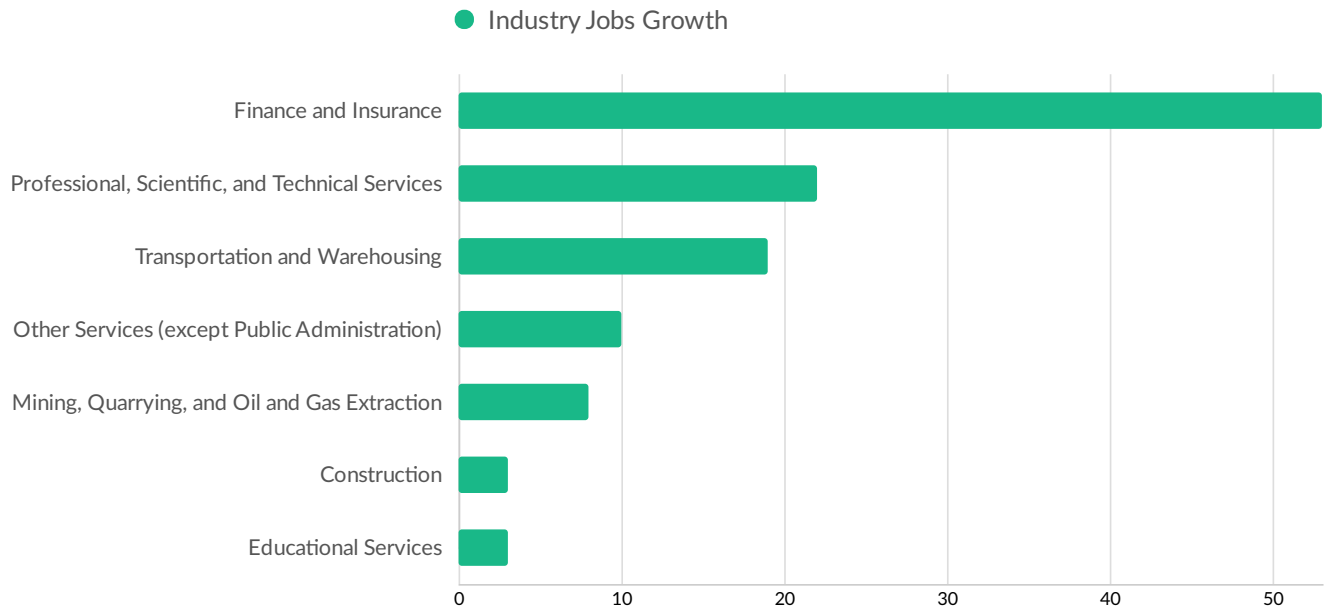
Top Previous Counties	Migrations
Ozaukee County, WI	15
Shawano County, WI	15
Dodge County, WI	13
Sauk County, WI	12
Eau Claire County, WI	12
Taylor County, WI	11
Portage County, WI	11
Vilas County, WI	10
Price County, WI	10
Top Following Counties	Migrations
Marathon County, WI	269
Oneida County, WI	115
Langlade County, WI	38
Waukesha County, WI	25
Milwaukee County, WI	20
Adams County, WI	19
Tazewell County, IL	16
Kankakee County, IL	16
DuPage County, IL	15
Outagamie County, WI	14
Brown County, WI	13
Eau Claire County, WI	13
Kenosha County, WI	12
Dane County, WI	12
Columbia County, WI	12

Industry Characteristics

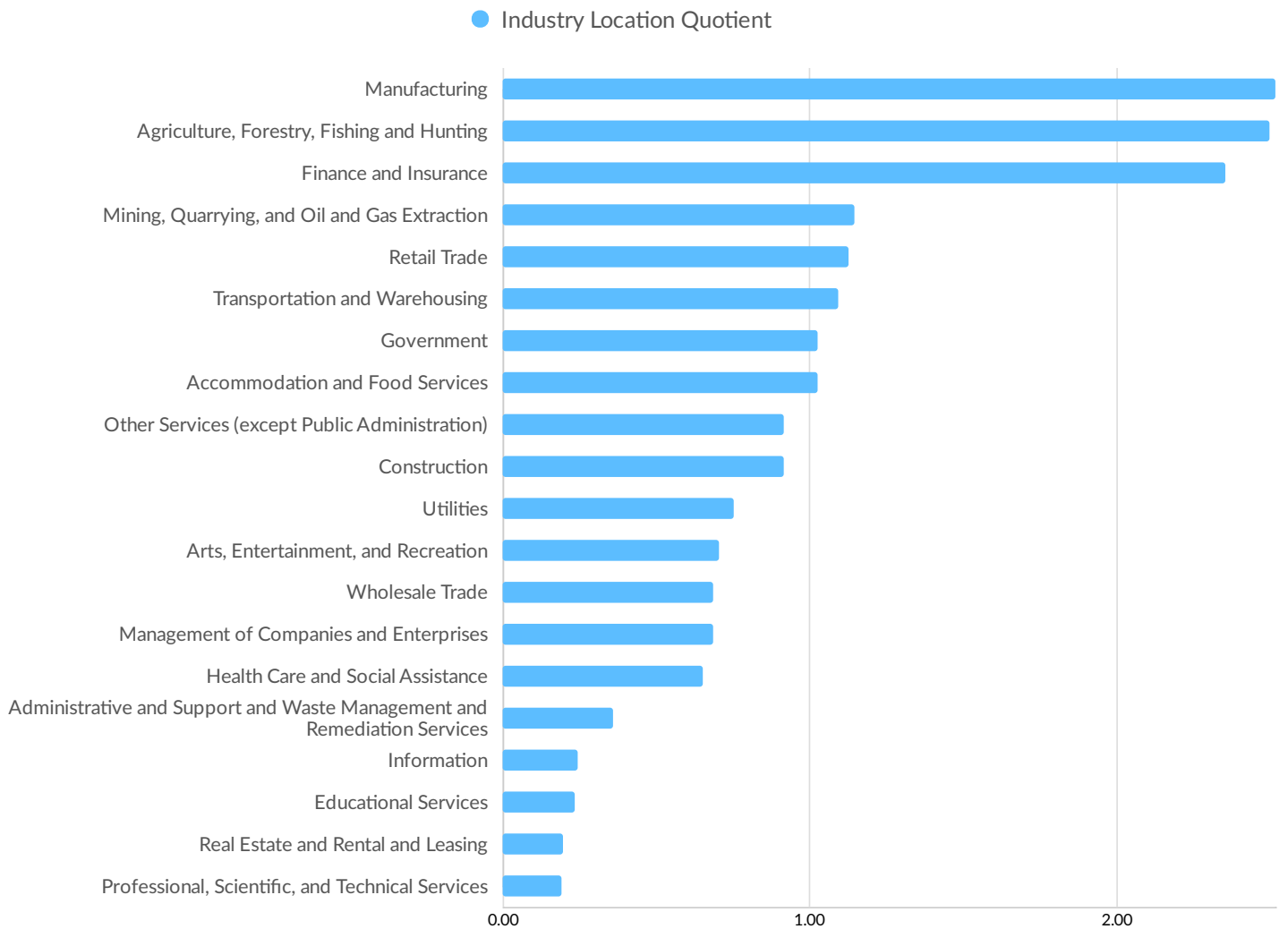
Largest Industries



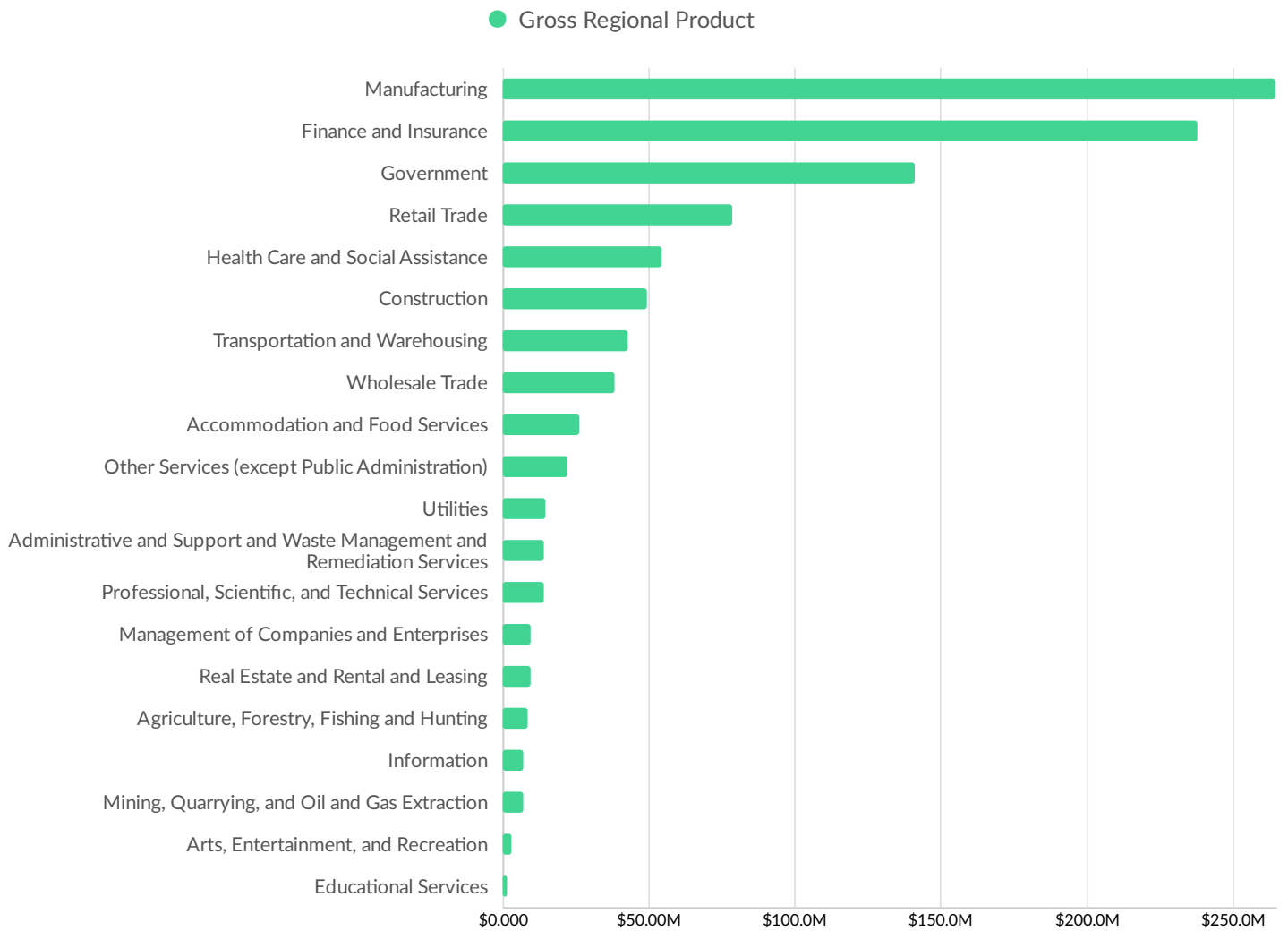
Top Growing Industries



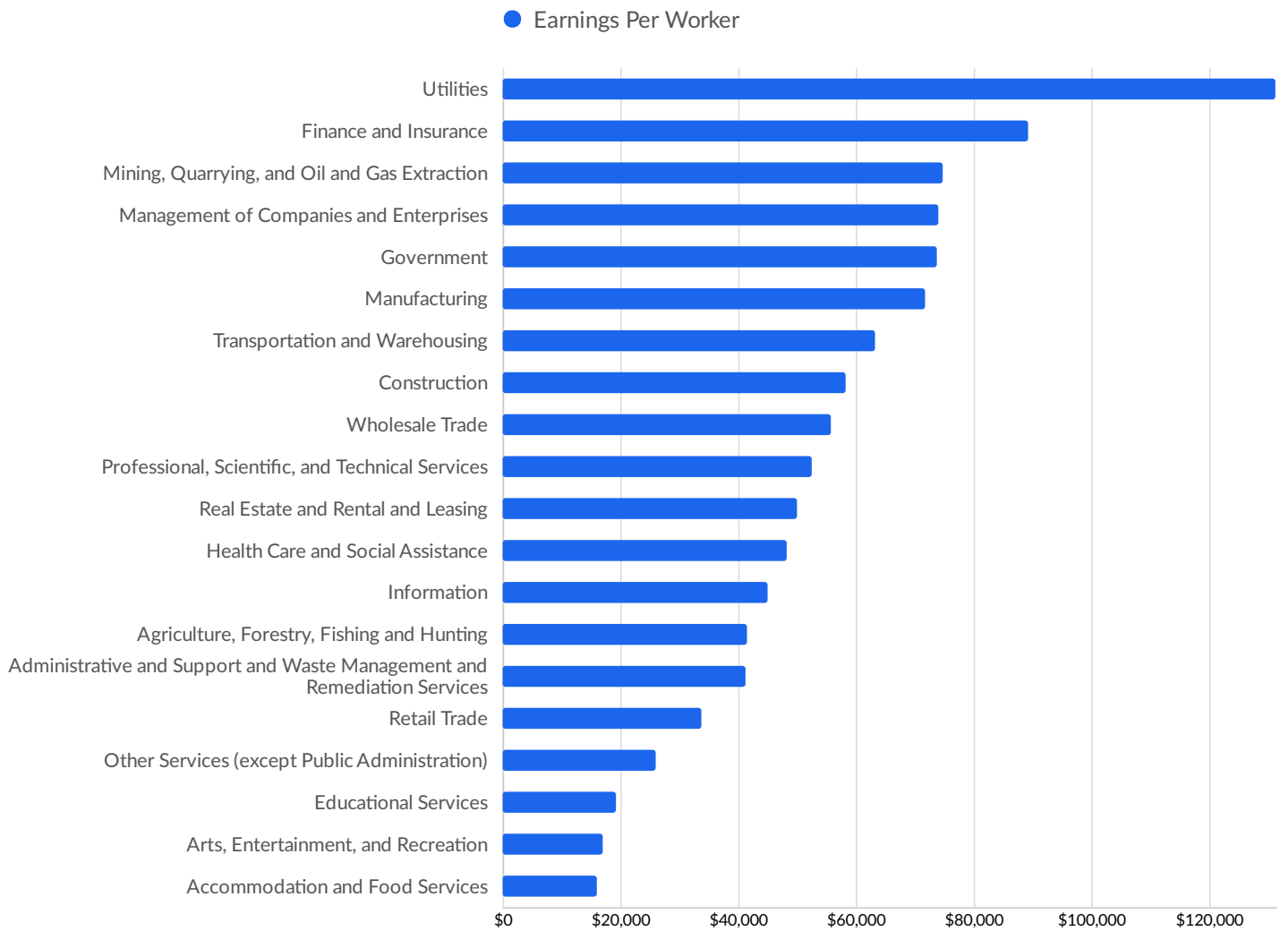
Top Industry Location Quotient



Top Industry GRP










Top Industry Earnings



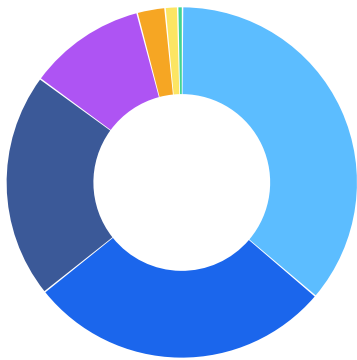
Business Characteristics

1,537 Companies Employ Your Workers

Online profiles for your workers mention 1,537 companies as employers, with the top 10 appearing below. In the last 12 months, 701 companies in Lincoln County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Church Mutual Insurance Comp...	256 	Roehl Transport, Inc.	179 
Merrill Area Public Schools Inc	108 	Ascension	94 
Aspirus Wausau Hospital, Inc.	101 	Wal-Mart, Inc.	70 
State of Wisconsin	83 	Church Mutual Insurance Comp...	65 
Harley-Davidson, Inc.	67 	Harley-Davidson, Inc.	65 
Packaging Corporation of Ameri...	63 	C.R. England, Inc.	59 
Ministry Health Care, Inc.	51 	Dollar General Corporation	52 
Marshfield Clinic	41 	Agra Industries, Inc.	51 
School District of Tomahawk	40 	Packaging Corporation of Ameri...	49 
Agra Industries, Inc.	38 	Pizza Hut, Inc.	49 

Business Size

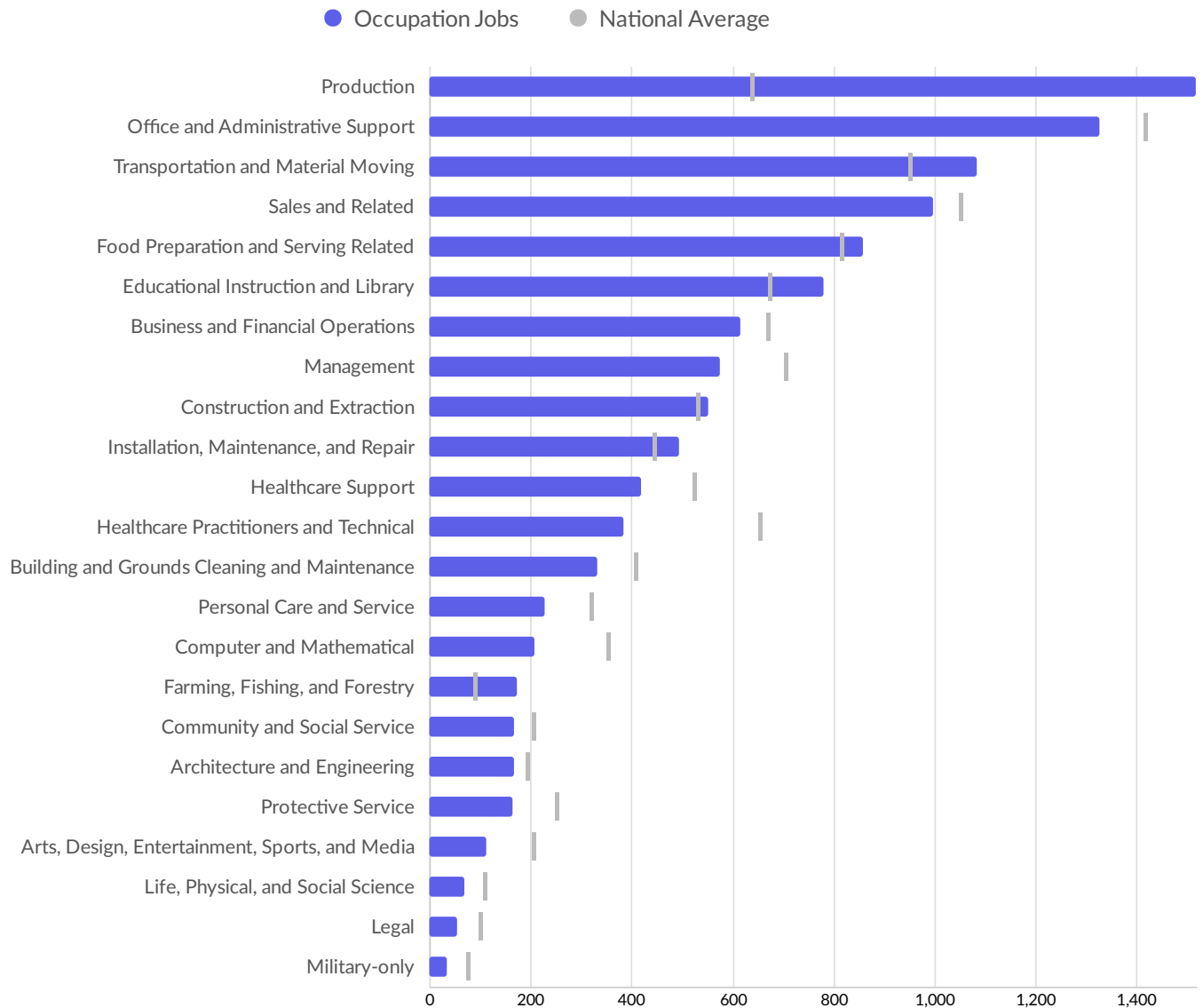


	Percentage	Business Count
1 to 4 employees	36.1%	407
5 to 9 employees	28.1%	316
10 to 19 employees	20.8%	234
20 to 49 employees	10.8%	122
50 to 99 employees	2.6%	29
100 to 249 employees	1.2%	13
250 to 499 employees	0.4%	5

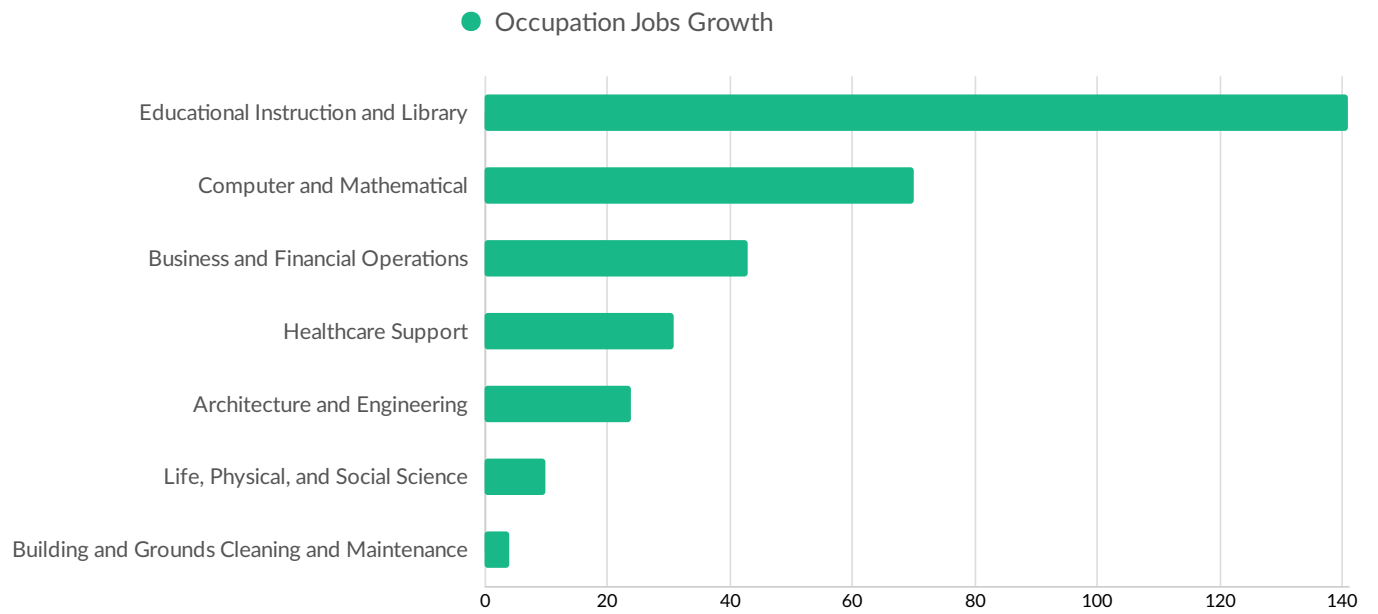
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

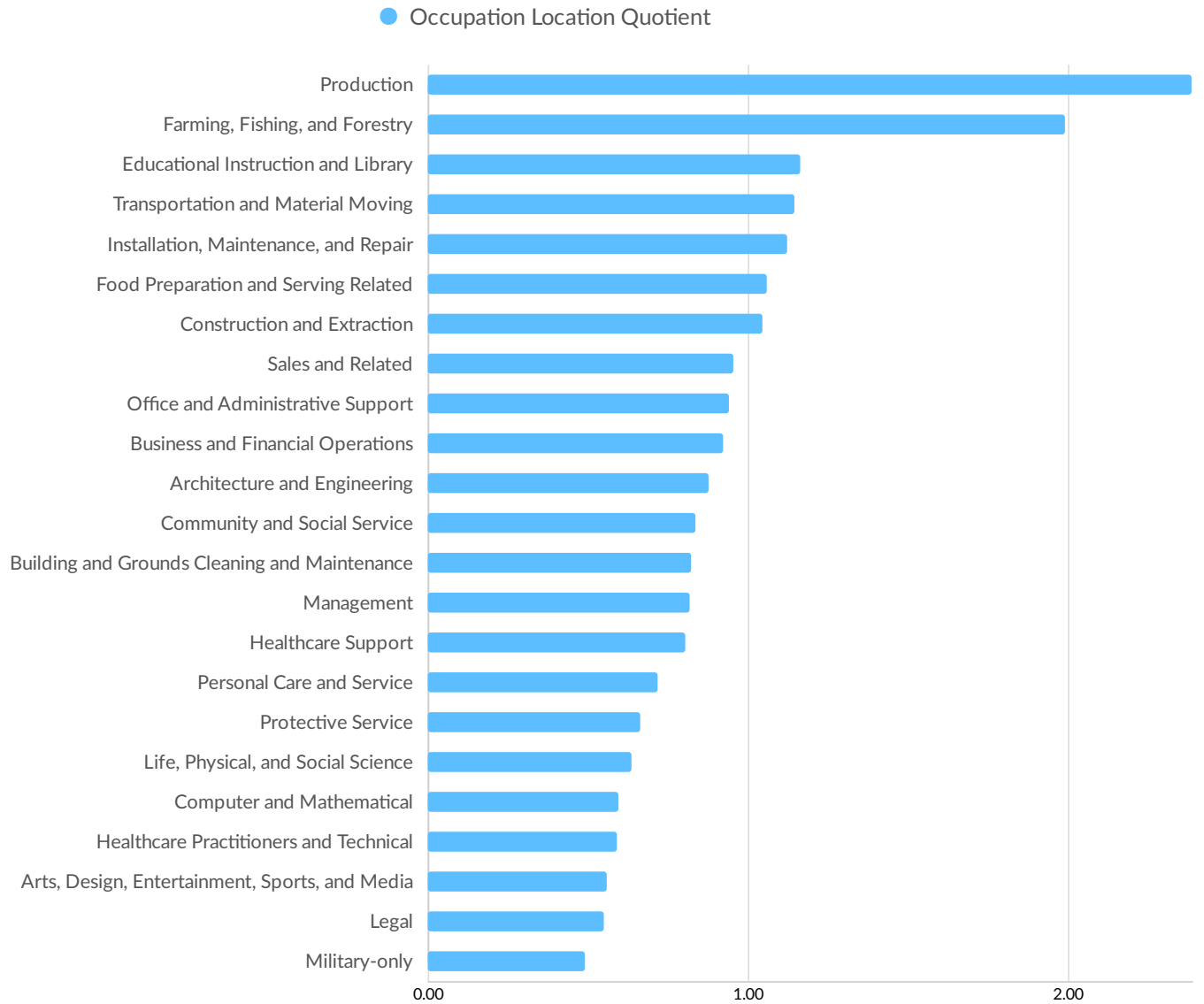
Largest Occupations



Top Growing Occupations



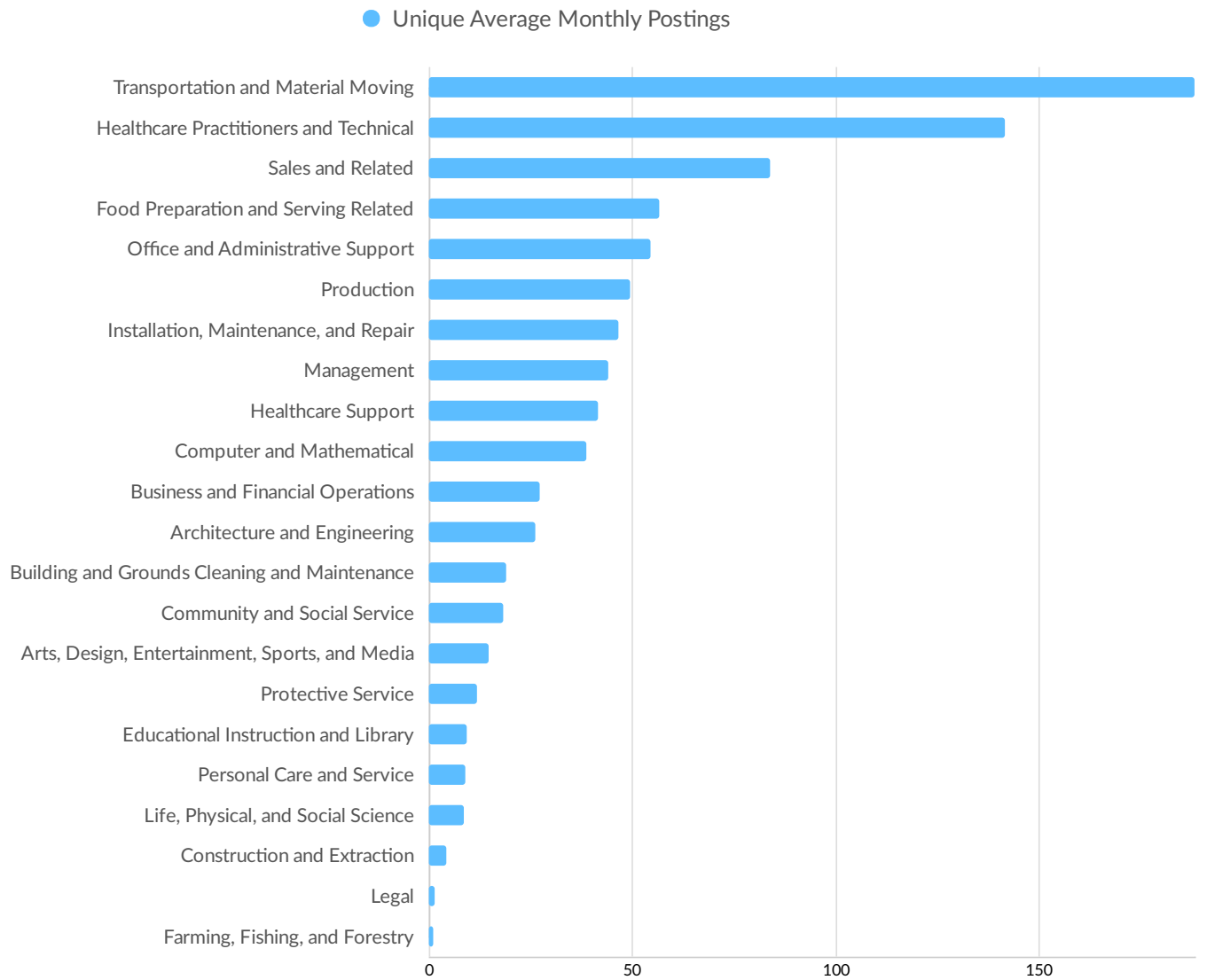
Top Occupation Location Quotient



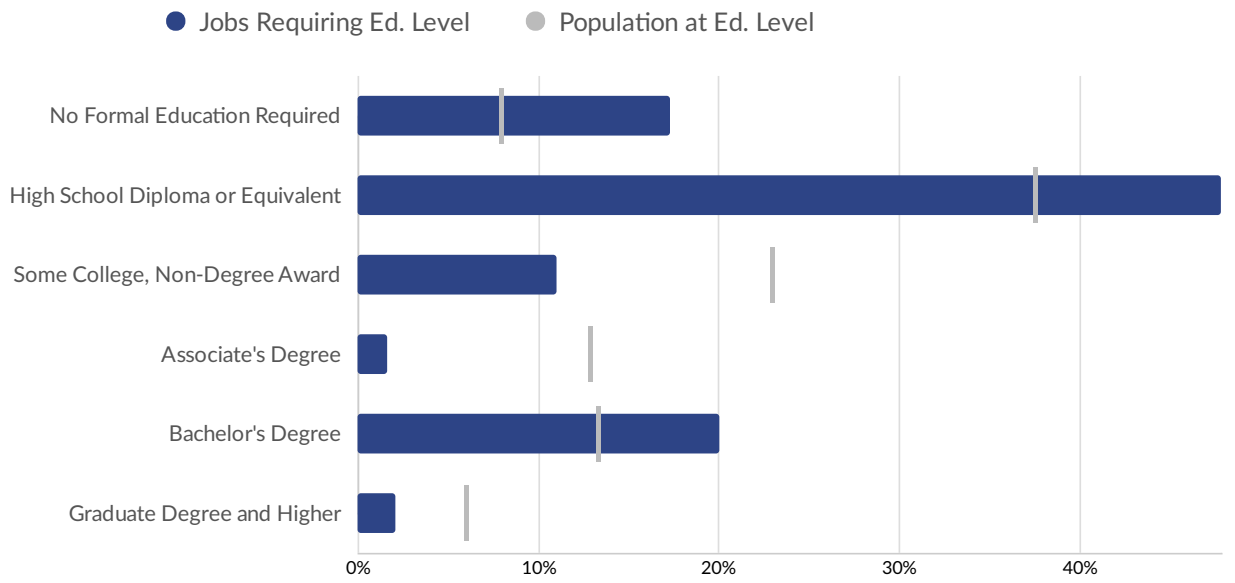
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

Over the last 5 years, no schools in Lincoln County, WI produced graduates.

In-Demand Skills

